



STUDENT ENGAGEMENT AND ACTIVE LEARNING LAB

EXPERIENTIAL LEARNING

Getting ready for careers

The proposed expansion of experiential learning programs at the Mike Ilitch School of Business will prepare students to take on the corporate world or their own entrepreneurial endeavors. We will create clinics that mirror consulting — pairing expert faculty members with talented students to solve challenges brought to us from industry partners. The initial clinics will focus on entrepreneurship and innovation, corporate social responsibility, experiential management, and sports and entertainment management. The clinic program is a reciprocal, self-sustaining model that benefits local businesses while building our students' confidence, skills and professional networks.

Goals

Over the next five years, we will create a new suite of experiential learning programs to achieve two primary objectives: tackle actual business challenges and help each student graduate with a job offer.

- **Create four clinics to provide hands-on learning opportunities to students.**
- **Create a corporate partners program to cover the expenses of each clinic and create a mutually beneficial experience for students and industry partners.**
- **Add value to the student experience by making the clinics credit-bearing internships.**
- **Create a corporate social responsibility course with an annual impact fund to benefit local nonprofits and offer students investment and impact evaluation opportunities.**
- **Reach 100% job placement for each student who participates in the experiential learning programs.**



Estimated budget

The clinic model offers natural partnerships with a variety of industries. We seek to establish a corporate partners membership program within the first five years of the SEAL Lab that will serve as an ongoing source of revenue powering the clinics and the lab. The primary expenses of the clinics, around \$240,000 annually, are staff time spent with students and the coordination of the annual and ongoing projects for each experience. We seek to create an additional expendable fund for the corporate social responsibility course that will allow students to invest in local nonprofits and evaluate the impact of their investments.

You can help shape the future of business in Detroit by supporting the SEAL Lab.

For more information about the Mike Ilitch School of Business, our programs and the impact your investment can make, please contact your philanthropy officer.



WAYNE STATE UNIVERSITY
MIKE ILITCH
SCHOOL OF BUSINESS